



Simple Business Plan Outline

Use this outline to create a concise business plan to accompany your Anderson Now application.

Executive Summary

This section should highlight the key points you have explained more thoroughly in the other sections of the business plan. This section should be written last and be 1-2 pages long. The Executive Summary should express the project concisely and engage the reader's desire to learn more. A poorly written summary could cost you the reader's interest and investment in the project. Some questions to consider:

What is the product you want to produce? What will your customer basis be? Who are the owners of the business? Where do you see your business headed in the future with this microloan program assistance?

Because you are applying for a loan, clearly state the amount of money you want to borrow, how you are going to use it, and how the money will allow your business to grow and potentially become more profitable, ensuring repayment.

Company Summary

This section is an overview of the company's identify, mission and goals. This should summarize the vision for the company and what you hope to deliver to your market. Include details about when the company was established, who the owners are, where you do business, and projected sales or growth.

- **Mission Statement:** Many companies have a brief mission statement, usually expressed in fewer than 30 words, explaining their reason for existing and their guiding principles.
- **Company Goals and Objectives:** Goals are destinations—where you want your business to be. Objectives are progress markers along the way to goal achievement. For example, a goal might be to have a healthy, successful company that is a leader in customer service and that has a loyal customer following. Objectives might be annual sales targets and some specific measures of customer satisfaction.
- **Legal form of ownership:** Sole proprietor, Partnership, Corporation, Limited liability corporation (LLC)? Why have you selected this form?

Products and Services

List and describe the products or service you wish to sell and distribute. Be sure to include the price you wish to charge for the product or service as well.

- Describe in depth your products or services (technical specifications, drawings, photos, sales brochures, etc. can be provided as appendices).
- Discuss any factors that will give you competitive advantages or disadvantages. Examples include level of quality or unique or proprietary features.
- What are the pricing, fee, or leasing structures of your products or services?

Market Analysis Summary

Explain the type of business you're in. Take into consideration your market size and how things are changing, customers' needs, where your customers are, how to reach them and how to deliver your product to them. Here are some questions to get you started:

- What is going to set apart your product or service from other competitors in your industry?
- How are you going to market your product or service around campus/city?
- How does your product help to enhance or improve the quality of life of the individual? Mentally? Physically? Socially? Economically? Explain.
- What is your customer basis for your product or service?
- How are you going to deliver your product or service? Do you have a location in mind?
- How does your price compare to your competitors' prices for a similar product or service?

Financial Plan

Use this section of the business plan to describe the specific expenses that your business will create, the schedule of these expenses (i.e. weekly, monthly, annual, etc.), and the revenue stream that your business will generate. This description should predict the cash flow that will support the operations of your business.